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Serie A to open New York office to expand North American reach

Bob Williams, US office

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United States International Weston McKennie stars for Serie A club Juventus (Credit: Getty Images)

Lega Serie A will follow in the footsteps of LaLiga and the Bundesliga by opening a regional office in New York City to expand the league's reach in North America.

The new office will open in Manhattan on January 1, 2022. It will be the league's first regional hub, with offices in Dubai and Shanghai also planned.

The aim is to gain a deeper relationship with United States [rightsholder CBS Sports](#) and develop new business opportunities such as regional partnerships for individual clubs or leagues, friendly competitions, and fan events.

It is also hoped that the move, which has been in the works since 2019, will lead to increased media rights in the region over the long term.

Veteran US soccer promoter Charlie Stillitano and former ESPN executive Scott Guglielmino will be assisting Serie A with the project in coordination with the league's commercial and marketing office in Italy.

Marco Messina, the founder of digital media Italian Football TV (IFTV) and a CBS Sports Serie A contributor, is also involved.

Luigi De Siervo, the league chief executive, said: "It is with great satisfaction that we are preparing to inaugurate the first international office of Lega Serie A, finalising a project started months ago and postponed due to the [Covid-19] pandemic."

A number of American stars currently play in Serie A, including Juventus midfielder Weston McKennie and Roma right-back Bryan Reynolds.

There are also an increasing number of American investors in the Italian game, including AC Milan, AS Roma, Bologna, Fiorentina, Spezia, Venezia, and Genoa.

Meanwhile, [Serie B is being broadcast for the first time in the US](#) following a distribution deal between Helbiz Media, the Italian league's exclusive global rights

distributor, and Fox Networks Group.

The move comes with private equity firm Apax Partners [said to have revived its interest](#) in investing in Serie A.

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